

# NY Farms!

Building Farmer-Consumer Connections in the Empire State

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## NEWS TO SHARE

March 17, 2009

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**NEW YORK STATE NEWS**

**Commissioner Encourages More NY Food in NY Restaurants**

*NYS Dept. of Ag & Markets*

New York State Agriculture Commissioner Patrick Hooker today encouraged New York restaurants to source more New York food and beverages for their menus. The announcement was made at the 16th annual International Restaurant & Foodservice Show of New York at the Jacob K. Javits Convention Center.

“More people are getting a true taste of the Empire State when dining out,” the Commissioner said, “because more restaurants are including New York grown and made products in their recipes and on their menus. I applaud those establishments for “buying local” and encourage more chefs to do the same. The Pride of New York program can help them by making connections to more than 2,000 New York farmers, wineries and food processors, offering a variety of delicious items, all made or grown here in New York State.”

The Pride of New York is the State’s marketing and promotion program that generates interest and demand for New York food and agricultural products. Restaurants are eligible and encouraged to join the program, which uses an emblem to signify New York products. Interested restaurants are encouraged to use the emblem at their place of business and on their menus to signify local foods. They are also eligible to apply for cooperative advertising funding, up to \$5,000 to promote the use of specialty crops, such as local fruits and vegetables, maple and honey products on their menus.

[Read more>>>](#)

**As Maple Syrup Prices Rise, NY Leaders See Opportunity**

*The New York Times*

MAPLE syrup has joined the luxury good market. Local retail prices can be the equivalent of over \$100 a gallon, more than extra virgin olive oil, or a decent Kentucky bourbon.

Two poor seasons and increased global popularity have sent prices soaring as the 2009 harvest begins.

“It’s not just what happened last season, which was the worst year for maple syrup in some time,” said Steve Jenkins, a partner at the Fairway stores in New York, “it’s what happened two seasons ago. That drove up the price 30 percent, and put the kibosh on the stocks. Then last year it went up another 70 percent.”

At Fairway, a liter costs \$21.99, more than \$83 a gallon. At Gristedes, a 12-ounce bottle goes for \$14.99, almost \$160 a gallon.

Brunchers won't see relief any time soon. This year's harvest just began. Wholesale syrup prices are set at the end of the season, so they won't be known for months.

But higher prices are already seen as an impetus to expand the domestic maple syrup industry. On March 9 Senator Charles E. Schumer, a New York Democrat, and Representative John McHugh, an upstate Republican, introduced a bill to help small producers nationwide get access to trees on private land and to create centralized storage and bottling plants. They hope to increase sales for the \$65 million industry by 400 percent.

[Read more>>>>](#)

## **NATIONAL NEWS**

### **Michelle Obama's Message-Eat Fresh Food**

*The New York Times*

The television cameras were rolling, the journalists were scribbling and the first lady, Michelle Obama, was standing in a soup kitchen rhapsodizing about steamed broccoli. And homemade mushroom risotto. And freshly baked apple-carrot muffins.

Mrs. Obama was praising the menu last week at Miriam's Kitchen, a nonprofit drop-in center serving this city's homeless. And she seized the moment to urge Americans to provide fresh, unprocessed and locally grown foods to their families and to the neediest in their communities.

"You know, we want to make sure our guests here and across the nation are eating nutritious items," said Mrs. Obama, who served lunch to several homeless men and women and delivered eight cases of fresh fruit to the soup kitchen, all donated by White House employees.

"Collect some fruits and vegetables; bring by some good healthy food," she said. "We can provide this kind of healthy food for communities across the country, and we can do it by each of us lending a hand."

[Read more>>>>](#)

## **RISK MANAGEMENT**

### **Farm Risk Management, Crop Insurance and Planning for 2009**

*Update from the NYS Dept of Ag's Crop Insurance Education program*

Only a very few business days at best remain before the March 16 crop insurance deadline. On or before that date, farmers must enroll for coverage or make any changes to existing policies for many spring-planted field crops or to enroll for the first time in AGR-Lite (Adjusted Gross Revenue).

There is now a connection between crop insurance and federal disaster aid. For the first time, most crops must be enrolled either with crop insurance or FSA's Non-Insured Disaster Assistance Program (NAP) to be eligible for crop disaster payments. Farmers

who purchase coverage at higher levels will receive increased guarantees not only for crop insurance but disaster protection as well.

Authorized in the 2008 Farm Bill, SURE (Supplemental Revenue Assistance Program) is effective through the 2011 crop year. It will be triggered by a USDA Secretarial Disaster Designation for a county. Contiguous counties are automatically eligible. A loss can also be triggered by a loss on your farming operation. SURE is administered by FSA. Even if you are reading this after March 16, consult the FSA office in your county to learn how SURE applies to your farm.

To recap, the March 16 deadline applies to many spring-planted field crops including corn, dry beans, barley, oats, soybeans, fresh market sweet corn, grain sorghum, green peas, potatoes, spring forage seeding, processing beans, and processing sweet corn. AGR-Lite is a whole farm revenue protection policy that covers otherwise uninsurable commodities and is designed to, protect organic and direct marketed production at realistic prices. For those who missed fall crop insurance deadlines for apple and grape policies, AGR-Lite purchased on or before March 16 may restore eligibility for crop disaster payments.

The next sales closing and contract change deadline of May 1, 2009 applies to nursery growers seeking coverage for the entire insurance year from June 1, 2009 to May 31, 2010. New nursery policies may now be purchased throughout the year with a 30-day waiting period before insurance protection attaches. To qualify, growers must wholesale at least 50% of their production. Coverage may apply to all field-grown and/or container nursery plants on the Eligible Plant list. Again, federal disaster payments require enrollment in nursery crop insurance with higher levels of coverage providing higher guarantees for both crop insurance and SURE. Consult a private crop insurance agent for further information. Lists of agents are available at FSA offices or online at <http://www3.rma.wsda.gov/apps/agents/>.

Visit the NY Crop Insurance Education Program Website [here>>>](#)



*New York Crop Insurance Education Program*  
Risk Management Agency USDA  
New York State Department of Agriculture & Markets



## **FARM TO SCHOOL**

### **New York Lawmakers Push for Greater Access to Local Produce in Schools** *School Nutrition Association News*

New York State Senator Darrel J. Aubertine and U.S. Senator Kirsten Gillibrand (D-NY) have joined forces to advocate for programs which make locally grown fruits and vegetables more available in schools.

The 2008 Farm Bill authorizes schools to buy local produce that has not been processed for students to eat through the school based child nutrition programs including the National School Lunch Program and the Fruit and Vegetable Snack Program. For

convenience, the Fresh Fruit and Vegetable Snack Program operates best when local produce has been washed, sliced and bagged, since it is eaten outside of the lunchroom.

[Read more>>>](#)

## **OPPORTUNITIES**

### **Clean Sweep NY Spring 2009**

#### ***NYS Dept. of Environmental Conservation***

A pesticide and hazardous chemical collection event has been scheduled for the week of April 6, 2009. This collection will target the following counties in New York State: Albany, Columbia, Delaware, Greene, Montgomery, Otsego, Rensselaer, Schenectady and Schoharie. This program is entirely free for farmers and former farm owners disposing of pesticides and other ag chemicals. For all others there is a 100lb pesticide disposal credit and a nominal fee beyond that weight or for other chemicals. This program is not for homeowners.

For more information, please go to: [www.cleansweepny.org](http://www.cleansweepny.org), or call 1-877-793-3769.

### **Delmar Farmers Market**

I am starting a farmers market in Delmar, each Saturday, 8:30 AM – 12:30 PM. We are the next town, just south of Albany. Our market will run June 6, to Oct. 31. We have strong support from the town officials who have offered us an ideal location. We expect lots of community interest including from the school district and an activist community. Please announce this to any local farmers who would be interested in being part of this. It would be great to have you join us and should be lots of fun.

Contact: Paul Tick at 210-4727 (till 10 PM) or [ptick@nycap.rr.com](mailto:ptick@nycap.rr.com)

## **RESOURCES**

### **New Video Series Offers Advice for New Farmers**

#### ***Cornell University Small Farms Program***

Cornell University is launching an innovative, online video series that will help agricultural entrepreneurs successfully launch new farms in New York State. Produced by the NY Beginning Farmer Project with support from the Cornell Small Farms Program, Cornell Cooperative Extension, and the NY Farm Viability Institute, the video series, titled, “Voices of Experience,” covers essential topics such as financing farm start-up, marketing, profitability, and goal setting, to name just a few. The ‘voices of experience’ in the series are actual farmers who have successfully started their own farm business.

Voices of Experience online videos are available at the Beginning Farmer Project Web site: [www.nybeginningfarmers.org](http://www.nybeginningfarmers.org)

## **Glynwood Center revamps website!**

### ***Glynwood Center***

Have you seen our new look online? While snow fell and the earth hibernated, we've been busy developing a beautiful, user-friendly website that tells Glynwood's story – including our mission to save farming - and describes our agricultural initiatives, along with the Glynwood workshops and events that are happening in 2009. Go to [www.glynwood.org](http://www.glynwood.org) and see how we've grown!

## **NNY Agricultural Development Info Online for Maple Producers: Industry Could Grow to \$9 Million**

### ***NNY Agricultural Development Program News***

Maple is a strong agricultural sector for New York's six northernmost counties (Jefferson, Lewis, St. Lawrence, Clinton, Essex, and Franklin). To help the region's 347 producers make, market, and sell their maple syrup, sugarcakes and other value-added confections, the Northern New York Agricultural Development Program has added results of an early tapping research project, a study of the growth potential of the NNY maple industry, and a series of Cornell Maple Bulletins to its website at [www.nnyagdev.org](http://www.nnyagdev.org) <<http://www.nnyagdev.org>> .

Northern New York Maple Specialist and Uihlein Maple Forest Director Michael Farrell has recently completed a study measuring Northern New York's potential to grow its maple industry. Farrell says, "Northern New York has a vast resource of maple trees that could be tapped to fill growing markets' demand for pure maple syrup. We currently tap only one in 200 trees whereas our neighbors in Vermont tap about one in every 50.

[Read more>>>](#)

## **NYS Working Group on Local Foods and Local Markets Email listserv**

### ***Cornell Small Farms Program***

The New York State Working Group on Local Foods and Local Markets has established a yahoo group: Buy Local NY ([BuyLocalNY@yahoogroups.com](mailto:BuyLocalNY@yahoogroups.com)).

This yahoo group is for anyone interested in growing, processing, distributing, selling or promoting New York foods to New York consumers. It's also for those interested in buying, cooking, preserving and enjoying the bounty of New York. Buy-Local stakeholders including but not limited to program facilitators, project coordinators, farmers, processors, distributors, food service directors, market managers, consumers, and others are invited to join this Buy Local NY yahoo group; which will focus on connecting farmers and consumers.

This group is facilitated by the New York State Work Team on Local Foods and Local Markets, which is supported by the Cornell Small Farms Program. You can join the discussion on Local Foods and Local Markets by subscribing to the yahoo group. It's easy. Simply send an email to: [BuyLocalNY-subscribe@yahoogroups.com](mailto:BuyLocalNY-subscribe@yahoogroups.com) Once you are subscribed you can post a message by sending an email to:

[BuyLocalNY@yahoogroups.com](mailto:BuyLocalNY@yahoogroups.com)

## **WHAT'S IN SEASON?**

We're glad you asked. This month we're featuring **MAPLE**. If you are a farmer and not listed on this website please send us your contact information.

<http://www.nyfarms.info/whatsinseason.html>

## **SAVE THE DATE**

### **Calendar of Events**

For an updated calendar of events, visit: <http://www.nyfarms.info/calendar.html>

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